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City & County of San Francisco  
Edwin M. Lee, Mayor



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**Stakeholder Outreach, Data Gathering; Working Group Formation**

April 2017 - June 2017

**PHASE I: Main Corridors Strategy, Mission & Geneva**

April 2017 - September 2017

**PHASE II: Neighborhoods Strategy**

October 2017 – April 2018

**Envisioning a future for more vibrant, inclusive, and stronger neighborhoods.**

The Office of Supervisor Ahsha Safaí, the Planning Department, the Mayor’s Office of Economic and Workforce Development invite you to discuss the future of the Excelsior & Outer Mission Neighborhoods.

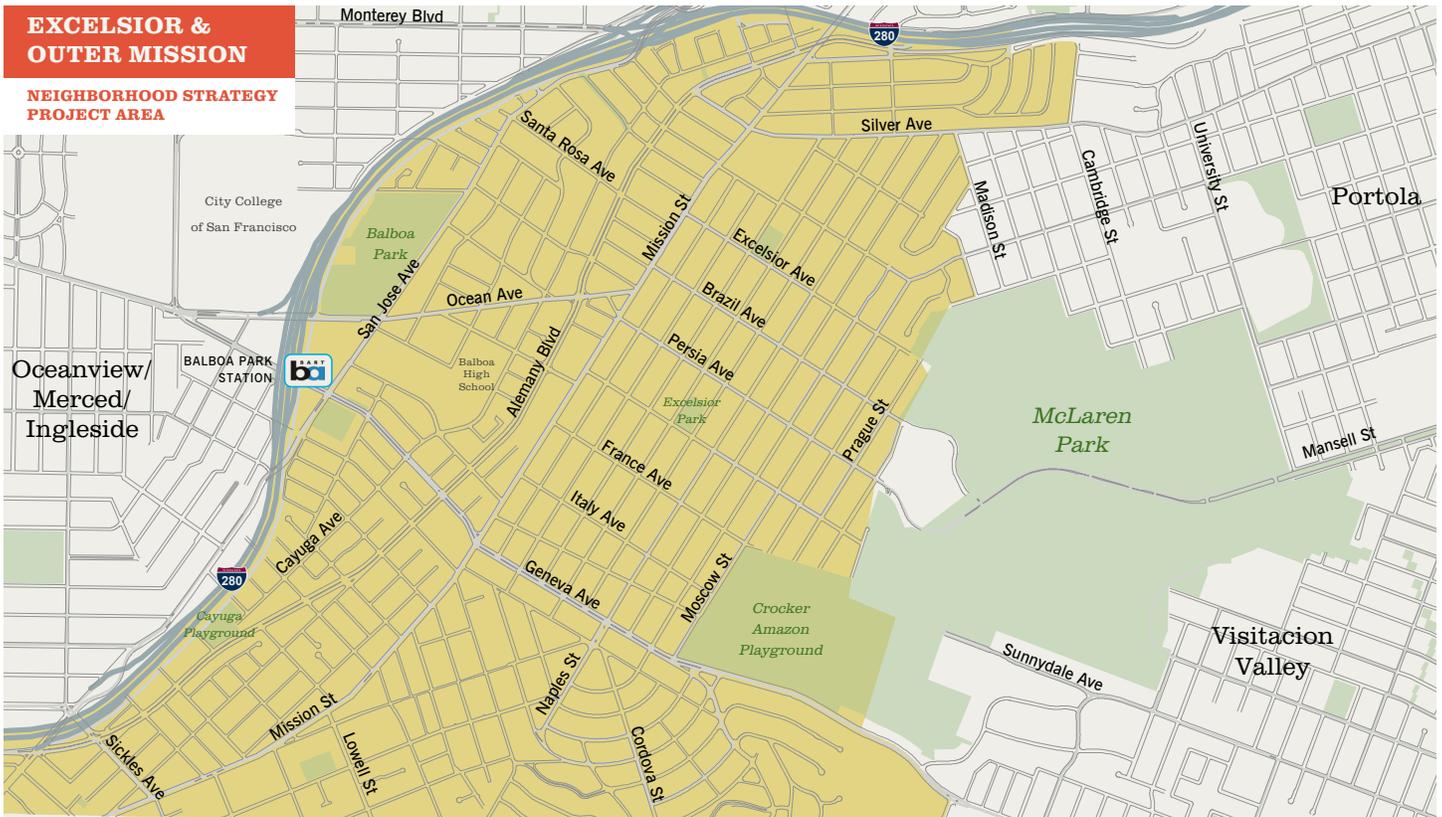
The Excelsior & Outer Mission Neighborhood Strategy (bounded by the I-280 on the north and west, McLaren Park on the East, and Daly City on the South), will develop a vision for improving and enhancing the Excelsior, Outer Mission, Mission Terrace, Crocker Amazon, and Cayuga neighborhoods. The Strategy will strive to maximize the benefits of ongoing and future projects, working toward making the area an even better place to live and visit.

This neighborhood-level visioning process requires ongoing dialogue between City officials and community leaders, residents, students, service providers, property owners, and others to consider practical approaches to implement the necessary public improvements and investments.

Please join us and be a part of the conversation about your neighborhood’s future.

## EXCELSIOR & OUTER MISSION

### NEIGHBORHOOD STRATEGY PROJECT AREA



## STRATEGY COMPONENTS



### EXISTING CONDITIONS

Understanding where the area is today.



### CORRIDOR STRATEGY

A vision for the look, feel, and life of the main corridors.



### NEIGHBORHOOD STRATEGY

A vision for the look, feel, and life of surrounding neighborhoods.

## PROJECT TEAM

The Excelsior & Outer Mission Neighborhood Strategy will be managed by the Planning Department and the Office of Economic and Workforce development with strong leadership from Supervisor Ahsha Safaí. In addition, there will be a close partnership with other public agencies.

## GET INVOLVED!

The Excelsior & Outer Mission Neighborhood Strategy depends on you! Community participation is essential to help shape the goals, strategies, and overall vision to ensure a sustainable and high quality of life for the neighborhoods now and in the future. There are a number of ways to participate in this proactive and exploratory process. (See *Outreach Components* below. Dates to be determined.)

## CONTACT

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## OUTREACH COMPONENTS

### Your participation needed!

#### WORKING GROUP

Join a group of neighborhood stakeholders for a series of four meetings.

#### PUBLIC WORKSHOPS

Provide feedback and ideas to define goals, priorities, and strategies for the neighborhood's future.

#### NEIGHBORHOOD SURVEYS

Help identify the neighborhood's needs, priorities and preferences through a series of neighborhood surveys.

#### FOCUS GROUPS

Focus Groups: In-depth conversations to tell City staff about your issues of concern.

For more information and to sign up for project updates, visit:

[www.sf-planning.org/excelsior-strategy](http://www.sf-planning.org/excelsior-strategy)

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